

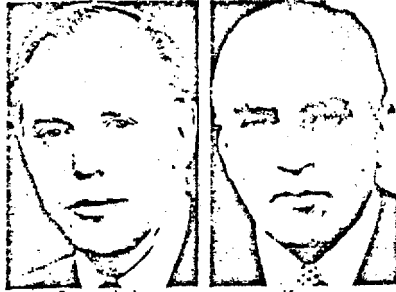
Bergenheim is Kern's successor in Boston

Robert C. Bergenheim was named publisher of the Hearst Corporation's *Boston Herald American* and *Sunday Herald Advertiser*. He succeeds Harold G. "Hap" Kern, who is retiring after 37 years at the helm of the Boston newspapers.

The announcement was made by Hearst's general manager of newspapers, Frank A. Bennack, Jr., on behalf of Frank Massi and John R. Miller, president and executive vicepresident respectively, of the Hearst Corporation.

Bergenheim, 51, is a native of Boston and spent more than 25 years of his newspaper career with the *Christian Science Monitor*. He rose from copy boy to general manager, the position he held at the Monitor when he left Boston in 1971. He spent a brief tenure as consultant on newspaper operations and acquisitions, and then became director of newspaper operations for the McClatchy Corporation of Sacramento, California, the position he held until his appointment by Hearst.

He directed operations of McClatchy's three California newspapers, the *Sacramento Bee*, *Fresno Bee*, and the *Modesto Bee*.



Bergenheim

Kern

He was, in addition, a member of the McClatchy board of directors.

Bergenheim was educated in Boston public schools and at Boston University. In 1954-55 while a City Hall reporter, he received a Nieman Fellowship at Harvard University. He has served on numerous press industry boards and committees.

Kern is retiring after 50 years with the Hearst organization. He will remain a Trustee of the Estate of William Randolph Hearst, Sr., a Trustee of the Hearst Foundation, Inc., the William Randolph Hearst Foundation and a Director of the Hearst Corporation.

He joined the Hearst organization as an advertising salesman in 1925 and spent several years with

the Hearst organization in New York and Chicago returning to Boston in 1932 to head up the office that represented all of the Hearst newspapers in that area.

In 1938, he was appointed publisher of the *Record American* and *Sunday Advertiser* continuing in that position when the Hearst Corporation purchased the *Boston Herald Traveler* in 1972. He then became publisher of the *Herald American* and *Sunday Herald Advertiser*.

In 1955, he was named general manager of all the Hearst newspapers and served in that position for 6½ years while remaining Publisher of the Boston newspapers.